

ECONOMIC DEVELOPMENT

Maximize Economic Potential

Cities in California compete for economic development to increase their tax base and generate the revenues necessary to provide municipal services and facilities (e.g., parks, libraries, police, and fire protection). San José is a housing rich community, housing over 50% of Santa Clara County's population, yet only employing 40%. This imbalance creates a challenge for San José to obtain revenues for urban services for its residents.

Economic development is a fundamental priority for future growth in San José. The *San José General Plan*, the City's long range blueprint for physical development, directs this growth to Downtown and to two large industrial park areas in the northern and southern portions of the city. The Downtown contains financial and legal jobs, as well as some high technology employment (e.g., Adobe). The industrial parks attract and house high technology companies, contributing to San José's identification with Silicon Valley.

Given the need for a diverse economic base, San José also has land planned and/or occupied by light and heavy industrial businesses. These businesses play a critical role in providing the goods and services needed for the high technology sector.

San José has also identified areas for future economic expansion, particularly North Coyote Valley. This area is planned for 50,000 employees in a high quality campus environment, oriented to new heavy and light rail transit. Recently, Cisco Systems received its approvals to build a 20,000-employee campus in North Coyote Valley.



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